

**City of Greensboro Planning Department  
Zoning Staff Report  
August 14, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** G  
**Location:** 307 NC 68 South, 610-612 Hickory Ridge Drive (East side of NC 68 west of Hickory Ridge Drive)

**Applicant:** Fred E. Ayres, Jr. (Alan E. Ferguson, Attorney)  
**Owner:** Fred E. Ayres, Jr.

**From:** CD-HB  
**To:** HB

**Conditions:** N/A

SITE INFORMATION	
<b>Maximum Developable Units</b>	N/A
<b>Net Density</b>	N/A
<b>Existing Land Use</b>	Undeveloped
<b>Acreage</b>	4.404
<b>Physical Characteristics</b>	<i>Topography:</i> Rolling <i>Vegetation:</i> Wooded <i>Other:</i> Elevation of subject property is lower than that of NC 68
<b>Overlay Districts</b>	NC 68 Scenic Corridor Overlay District
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Commercial
<b>Other</b>	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Vacant / Single Family Residential	HB / RS-20
<i>South</i>	Sedgemore Shopping Center	CD-HB
<i>East</i>	Tiger Controls Office Building / Undeveloped	CD-LI / RS-20
<i>West</i>	PAI Office Park / Single Family Residential	LI / RS-20

<b>ZONING HISTORY</b>		
<b>Case #</b>	<b>Year</b>	<b>Request Summary</b>
2656	1998	This property was rezoned from RS-20 to CU-HB by City Council in April 1998.

<b>DIFFERENCES BETWEEN CD-HB (EXISTING) AND HB (PROPOSED) ZONING DISTRICTS</b>
<p><b>CD-HB:</b> Primarily intended to accommodate retail, service, and distributive uses which are typically located along thoroughfares. The district is established to provide locations for establishments which cater primarily to passing motorists and require high visibility and good road access. Developments in this district generally have substantial front setbacks. Use of this property is presently restricted to a family entertainment center (including miniature golf, miniature raceways &amp; other outdoor amusements and entertainment with food and beverage sales related thereto) and office uses permitted in the GO-M District.</p>
<p><b>HB:</b> Primarily intended to accommodate retail, service, and distributive uses which are typically located along thoroughfares. The district is established to provide locations for establishments which cater primarily to passing motorists and require high visibility and good road access. Developments in this district generally have substantial front setbacks.</p>

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	NC 68 = Freeway, Hickory Ridge Road – Collector Street.
<b>Site Access</b>	One right in right out access proposed to NC 68 and one access proposed to Hickory Ridge Road. All driveways must meet all City of Greensboro and NCDOT Standards.
<b>Traffic Counts</b>	NC 68 ADT = 33,000.
<b>Trip Generation</b>	24 Hour = 4,165, AM Peak = 273, PM Peak = 338.
<b>Sidewalks</b>	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
<b>Transit</b>	No.
<b>Traffic Impact Study</b>	Yes required per TIS Ordinance. Please reference the Executive Summary in the Additional Information section of this report for the recommended improvements for this development.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

ENVIRONMENTAL REVIEW	
<b>Water Supply Watershed</b>	Yes, site drains to Upper Randleman Lake Watershed WS IV
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	High density development: 24-70% of built upon area based on the site acreage. Low density development: 0-24% of built upon area based on the site acreage. If high density development is proposed all the built upon area must drain and get treated by a state approved BMP (pond or similar)

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
<i>North</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100' Type B Yard - 30' avg. width; 3 canopy/100'; 5 understory/100', 25 shrubs/100'
<i>South</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'
<i>East</i>	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 17shrubs/100' Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'
<i>West</i>	NC 68 Yard - 30' avg. width; 4 canopy/100'; 4 understory/100', 34 shrubs/100'

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

*Growth at the Fringe Goal:* Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

*POLICY 7C.1:* Ensure that adequate land is zoned and has infrastructure available for the various stages of business development.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

*Commercial:* This designation applies to large concentrations of commercial uses, such as recently constructed major shopping centers and "big box" retail. Such properties may not be expected to undergo redevelopment or a change in use over the plan horizon, and the immediate areas in which they are located may not be suitable for the introduction of mixed uses. While some new commercial centers are anticipated, in general new retail and commercial service uses will be encouraged within more diversified mixed-use centers rather than as stand-alone shopping centers or expanding highway commercial "strips."

## CONFORMITY WITH OTHER PLANS

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** The subject property is located within the NC Highway 68 Overlay District, which requires a 30-foot street planting yard, screening of parking areas, and limited signage. There is also a provision contained in the ordinance that prohibits corrugated metal as a finishing material for buildings.

**Other Plans:** This property lies within an area designated as Non-Residential on the Airport Area Plan Future Land Use Map. This plan was endorsed by City Council on June 18, 2002. Non-Residential is a broad category that includes both light and heavy industrial uses, offices, warehouses, service-oriented commercial activities, and other types of development that are not noise sensitive.

## STAFF COMMENTS

**Planning:** Many of the properties in this section of the NC 68 corridor were zoned conditional Highway Business with conditions related to scenic corridor-type restrictions that had been adopted by the City of High Point for the portion of NC 68 inside that municipality. Since the NC 68 Scenic Corridor Overlay District has been adopted by the City of Greensboro, such conditions are no longer necessary on a parcel by parcel basis.

The NC 68 Scenic Corridor Overlay District requires a street planting yard with a minimum width of 20 feet and an average width of 30 feet. Parking lots located between the right-of-way and the principal building line must be screened at a height of 4 ½ feet. Loading areas, docks and doors are restricted to the area between the rear property line and the principal building as viewed from NC 68 or they may be located on the side of the principal building if fully screened. Accessory outside storage areas must fully screened from ground level view from NC 68. Other provisions regulate parking lot and perimeter lighting, signage, and building features. For example, corrugated metal siding is prohibited if viewed from NC 68.

The Generalized Future Land Use Map (GFLUM) designates this area centered around Interstate 40 and N.C. 68 as Commercial. This designation applies to large concentrations of commercial uses and the immediate area in which they are located may not be suitable for the introduction of mixed uses. Furthermore, this property lies within the 60 DNL noise contour of Piedmont Triad International Airport and residential development is discouraged within the Airport Overlay Zone.

This request is consistent with both the GFLUM of Connections 2025 and the Future Land Use Map of the Airport Area Plan. This request is also consistent with the adjacent and surrounding zoning pattern along NC 68. This property will also be governed by the Randleman Lake watershed requirements.

**GDOT:** No additional comments.

**Water Resources:** No additional comments.

## STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.

## ADDITIONAL INFORMATION

### **Traffic Impact Analysis - Fred Ayers Property**

**Prepared for Fred Ayers**

**May 11, 2006**

### **Executive Summary**

Mr. Fred Ayers proposes to rezone three tracts of land (tax parcels 947001012500022, 947001A102500020, and 947001A102500019) off Hickory Ridge Road in Greensboro, NC (see figure 1). These three tracts make up approximately 4.47 acres. The developer proposes to have two access points; one on Hickory Ridge Drive (full access) and one right-in/right-out on NC 68. A site plan proposes a motel, a fast-food restaurant with drive-thru, and retail.

The GDOT has required a traffic analysis to determine the effect of this proposed project. Transportation engineering consultant firm *John Davenport Engineering Inc.* was contracted to provide a traffic study for this proposed development. The following intersections were included in the study:

- NC 68 @ Hickory Ridge Drive
- Hickory Ridge Drive @ Regional Road
- Hickory Ridge Drive @ Proposed Entrance
- NC 68 @ Proposed Right-in/Right-out

These intersections were analyzed for the following scenarios:

- 2006 Existing Conditions
- Future No-Build
- Future Build

The analysis year for this project was assumed to be 2009.

This proposed development is expected to generate approximately 4,165 daily weekday trips; with 273 trips during the AM peak and 338 trips during the PM peak. The following is a level of service table for the projected impact of this development.

Level of Service						
	AM PEAK			PM PEAK		
Intersections	2006 Existing	2009 Future No-Build	2009 Future Build	2006 Existing	2009 Future No-Build	2009 Future Build
NC 68 @ Hickory Ridge Drive	B (13.3)	B (14.2)	B (19.8)	C (21.7)	C (24.4)	C (31.9)
Hickory Ridge Drive @ Regional Road	B (10.9) NBL	B (11.2) NBL	B (12.1) NBL	B (11.1) NBL	B (11.5) NBL	B (13.0) NBL
Hickory Ridge Drive @ Proposed Entrance			A (9.0) EBL			A (9.6) EBL
NC 68 @ Proposed Right-in/Right-out			B (14.5) WBR			C (19.7) WBR

Based the traffic analysis results, the following recommendations are made:

NC 68 @ Hickory Ridge Drive

- No improvements recommended.

Hickory Ridge Drive @ Regional Road

- No improvements are recommended.

Hickory Ridge Road @ Proposed Entrance

- No improvements are recommended.

NC 68 @ Proposed Right-in/Right-out

- Construct a right turn lane with 100 feet of storage that connects with existing right turn lane at Hickory Ridge Drive.

As stated earlier, this project is expected to add approximately 4,165 new daily trips to the transportation network. Our analysis has revealed that this additional traffic will have a minimal effect on the surrounding intersections in terms of level of service. There is capacity to handle the development traffic. The entrance on NC 68 is proposed to be a right-in/right-out access point. We anticipate that the majority of the site traffic will use this entrance. This configuration will introduce some u-turns at the intersection of NC 68 and Hickory Ridge Drive. However, all of the study intersections will function at a level of service (LOS) C or better under the 2009 conditions with the development traffic. In fact, the level of service for all of the study intersections can be expected to remain unchanged, even with the additional traffic. Overall, this project should not have a detrimental effect on the surrounding area (in terms of traffic).

